





No. 50



Adventure COMICS

MAY

10¢



BERNARD BRILLY































































































































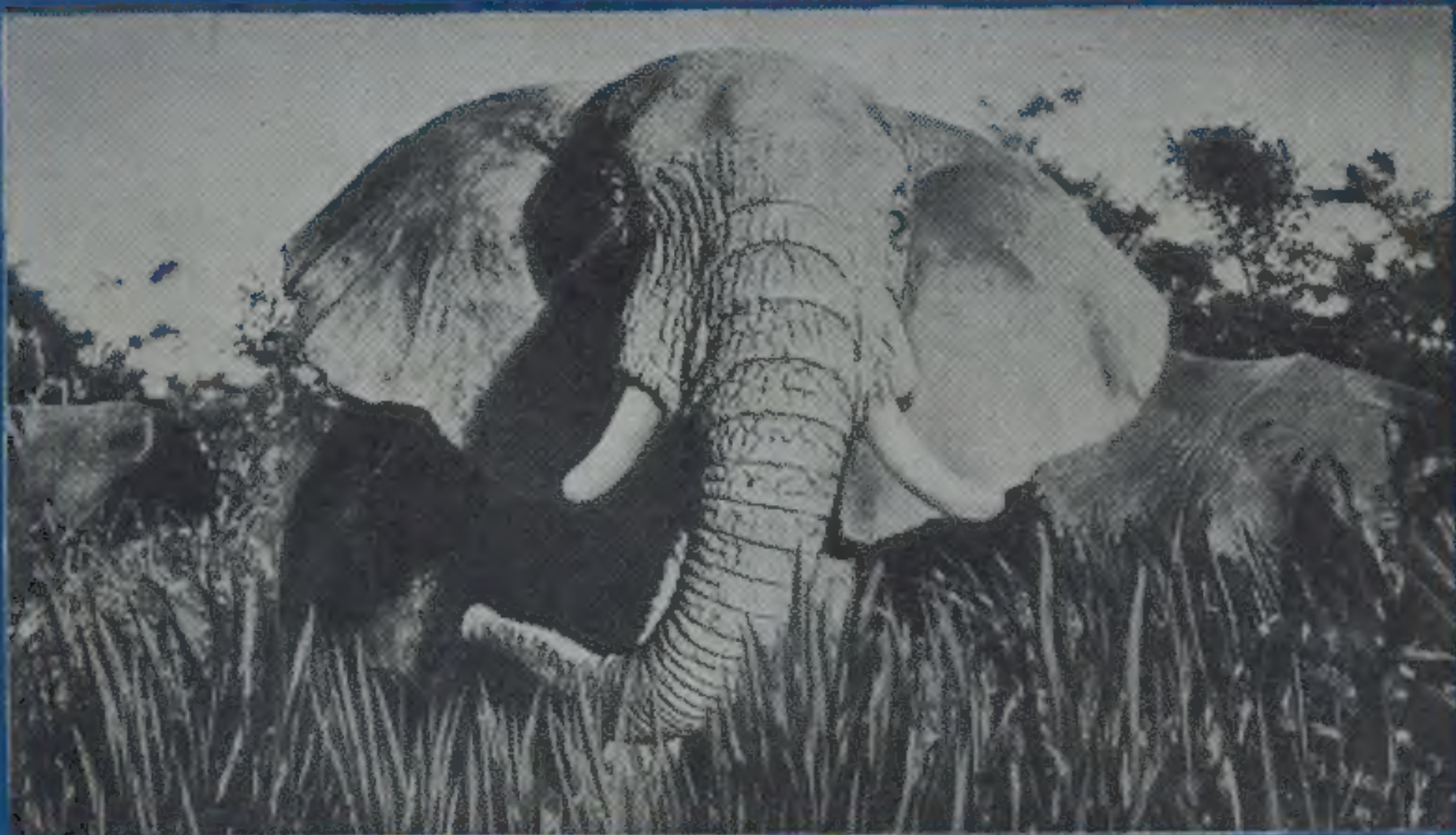








NOW...TOUGHNESS PLUS GRIP!



"OUNCE FOR OUNCE, MAKE THIS NEW BIKE TIRE TOUGHER AND STRONGER THAN A BULL ELEPHANT!" That is what our engineers were shooting at and that's what we got in the new U. S. Royal Rider! The only bike tire in the world with a super-tough rayon cord carcass—pound for pound the toughest cord body ever built for any bike tire—plus a super Tempered Rubber hide!

BUT IN ADDITION TO TOUGHNESS, WE WANTED GRIP!—THE GRIP OF AN EAGLE as it strikes its prey! And so we built into the U.S. Royal Rider a new Super Grip Tread that bites—yes, actually bites—through mud, slush, water—then grips the road with hundreds of sharp edges... resists side slips on treacherous curves... stops your bike almost instantly on the slipperiest of pavements!



Announcing the U. S. ROYAL RIDER BICYCLE TIRE with New Super TOUGH RAYON CORD BODY NEW Super GRIP TREAD

See this great new bike tire with its Super Tough Rayon Cord Carcass at your bike dealer's today! See why the scientific principle of airplane design—*more strength per pound...*

plus super grip, gives you a tire that lasts longer, coasts farther, starts faster and stops quicker! See why you get more speed, easier handling with less leg drive! See it today! We think you'll agree it's America's most modern bike tire.



U. S. BICYCLE TIRES

AMERICA'S LARGEST SELLING BICYCLE TIRES
ARE U. S. TIRES... *there's a reason*

United States Rubber Company

